

Project BATH - Key dates and strategies

June 89      Acceptation by BAT during a CORESTA Task Force meeting that Barclay is not a one mg product. A collaborative study was designed to test two methods:

    a)    A modified DIN method averaging the tar yield with all channels open and all channels closed.

    b)    A new method imitating the effect of human lips to be developed by PM and BAT.

August 1      PM method approved to be part of the collaborative study.

August 7-18    CORESTA collaborative test to be carried out by 15 laboratories from the industry in Europe and USA.

August 21-31    Compilation of data and statistical evaluation of test results to be made by PM Neuchâtel.

September 5    Meeting of the CORESTA Task Force in Geneva to review the test results and decide which method will be presented at Interlaken.

Sept. 6-11     Drafting of the new test method and of the Task Force report to be done by Task Force No 10.

Sept. 12       Meeting of the CORESTA Task Force (Interlaken) to approve the Task Force report.

Sept. 14       Meeting of the CORESTA Smoke Study Group to approve the new method. (Interlaken)

Oct. 7          Meeting of the CORESTA Scientific Commission to accept the new method. (Turkey)

Oct. 27         Meeting of the CORESTA Council to endorse the new CORESTA method. (Rome)

Nov. 20-24     ISO meeting in Cuba where the CORESTA method should be approved as draft International Standard. (Meeting of the ISO Technical Committee, TC 126)

Comments:

1.    PM Method

This method which imitates the effect of human lips by occluding part of the back end of the cigarette is preferred by all Task Force members over the DIN averaging method. It has the advantage of presenting scientific support and avoids double testing.

The present SAUNA candidate has been designed to be subjectively superior to the Saudi Barclay at approx. equivalent DIN deliveries. At the time of

2500045867

testing, the Saudi Barclay delivered 1.6 mg (channels open) and 11.6 mg (channels occluded) with a 6.6 mg DIN average. Today's situation is that the present Barclay in Saudi delivers 5.3 mg DIN average indicating that B+W have dropped the Barclay deliveries. The new PM method (holder) would yield approx. 6.7 mg for the existing Sauna candidate (versus 6.2 mg measured using the DIN average. The present Saudi Barclay yields 5 mg using the new PM holder. Modifications could be made to the existing Sauna candidate such that the delivery would be in line with the new method and the present Saudi Barclay.

## 2. CORESTA Approval Process

The key date is the meeting of the CORESTA Smoke Study Group in Interlaken. It is the last opportunity for CORESTA to argue technically about the new proposed method. An important lobbying effort is presently being made in order to secure the issue in Interlaken.

Specifically this lobbying effort conducted jointly and with full cooperation of BAT is concentrating on ensuring that all key officials of CORESTA are completely informed prior to the CORESTA meetings. They include Messrs. Jacobs, General Secretary of CORESTA, Joigny, President of the Smoke Study Group, and Baskevitch, President of the Technology Group. Securing their support will ensure smooth approval of the revised method.

In addition to key CORESTA people, we have already involved and secured the support of the European monopolies including France, Italy, Portugal, Spain and Austria.

## 3. ISO Approval Process

The normal approval process within ISO is to publish first a draft proposal which has to be approved by the members of the ISO Technical Committee (TC 126 in this case) and then to publish a Draft International Standard (DIS) to be approved by the ISO members. This procedure usually takes one to two years. In case of urgency, an accelerated procedure can be adopted during a plenary meeting of the Technical Committee (e.g. the Cuba meeting) which would by-pass the first step and the new testing method will be circulated immediately as a Draft International Standard. This procedure usually takes less than one year.

For the following reasons we are confident that a new ISO standard can be published by the end of 1990 (or during 1991 if the accelerated procedure is refused):

- ISO was unable to solve the Barclay problem and has therefore requested the help of CORESTA. If CORESTA recommends a new method, it has to be adopted by ISO.
- Discussions we had lately with the ISO Central Secretariat in Geneva confirm that ISO will welcome a solution from CORESTA and push for an accelerated procedure.
- The new CORESTA method is presently being drafted by the chairman of the ISO Technical Committee 126 (P. Adams) who will chair the meeting in Cuba. Support from the chairman is already secured.
- BAT and/or PM are represented in most of the national delegations of the Technical Committee 126 and can therefore significantly

influence the outcome of a meeting or a vote. We are confident that this can be accomplished based on the positive discussions that have taken place thus far.

4. Approval Process at national level

As ISO standards have no legal value but are recommendations only, most of the countries are publishing their own national standards. We know that some countries where Barclay was an issue will publish a new national standard as soon as a new method is accepted by CORESTA. Others will do it as soon as a Draft International Standard is published.

5. Recommendation for Japan

We are confident that the objectives and the timetable as outlined above can be met. We thus recommend that, if possible, recommendations to the JTI be made following the Interlaken meeting. These recommendations would carry with them the acceptance of CORESTA and therefore also carry international clout (JTI is a member of CORESTA).

It is further recommended that the statement made by BAT at the Task Force meeting in London concerning Barclay being similar to a 5 mg conventional cigarette not be given to JTI until after the Interlaken meeting. Minutes of Task Force meetings must be presented and approved by the Smoke Study Group before becoming official.

2500045869